

Adobe Stock

Strategy Report • 2023–2026

AI-Powered Contributor Strategy & Automated Production Pipeline

\$13,550+

LIFETIME EARNINGS

17,414

TOTAL DOWNLOADS

187K

ASSETS PUBLISHED

Top 0.5%

GLOBAL RANK

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Role: AI Content Strategist & Contributor – Freelance
Period: 2023 – 2026
Portfolio: stock.adobe.com/contributor/Cobe
Report Version: 1.0 – Recruiter Edition, June 2026

Executive Summary

WHAT THIS DOCUMENT PROVES

AI Content Strategist & Contributor • Adobe Stock • 2023–2026

- **Automation Engineering:** Selenium + PyAutoGUI pipeline processes 50 assets in under 12 minutes. Zero manual intervention per asset. See §06.

Automation Engineer
Backend Developer
- **Data-Driven Growth:** Phase I analytics applied to Phase II from day one – +1,228% downloads, same window, \$0 ad spend. See §01–02.

Growth Analyst
Product Manager
- **SEO & Keyword Research:** Three-tier metadata system raised earn/download \$0.65 → \$0.83 (+28%) over 3 years. See §07.

SEO Specialist
Content Strategist
- **Prompt Engineering at Scale:** Versioned, A/B-tested prompts across 5 AI tools; 187K assets with consistent commercial quality. See §06.

AI Product Manager
ML Engineer
- **Systems Thinking:** Full feedback loop – signal detection, batch reallocation, tool switching – that compounds over time. See §05–06.

Operations Lead
Strategy Analyst

PORTFOLIO TIMELINE 2023–2026

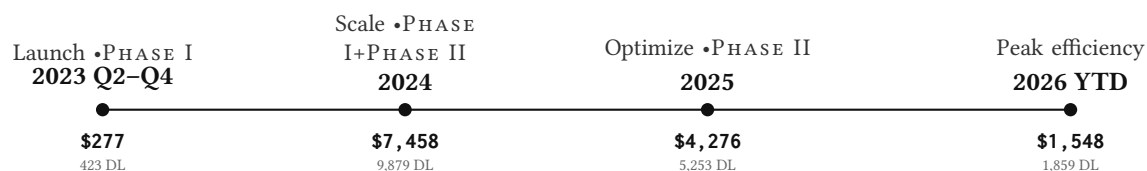


TABLE OF CONTENTS

00	Philosophy & Platform Choice	3
01	Portfolio Overview – KPIs	3
02	Annual Performance 2023–2026	4
03	Top 10 Assets – Bar Chart	4
04	Live Snapshot – 12-Week Window	5
05	Automated Production Workflow	5
06	Technical Deep Dive: Tools, Code & Automation	6
07	SEO & Metadata Optimization	9
08	Category Performance	9

09	Asset Lifecycle	10
10	Retrospective	10
11	5 Core Lessons	11

00 Philosophy & Platform Choice

A. Search engine, not social feed. No algorithmic reset. An asset indexed today generates downloads in 3 years – no visibility decay from inactivity.

B. Evergreen assets. Textures and gradients do not age. A rust texture from Q1 2024 still sells in 2026 – a structurally different model from any social platform.

C. Full automation compatibility. AI generation + batch upload + pre-injected metadata = scale impossible through manual production.

“The platform rewards systematic market understanding and consistent execution – not luck, not follower count.”

01 Portfolio Overview – KPIs

PHASE I – FOUNDATION

6,305 Downloads

Lifetime Earnings	\$4,836
Global Rank	21,500th
Assets in Portfolio	85,031
Avg Earn / Download	\$0.77

PHASE II – OPTIMIZED

11,109 Downloads

Lifetime Earnings	\$8,714
Global Rank	13,750th
Assets in Portfolio	102,904
Avg Earn / Download	\$0.79

+1,228%

DOWNLOADS • YEAR 1

+1,396%

EARNINGS • YEAR 1

+14%

EARN/DL EFFICIENCY

Same 12-month window. Same \$0 ad spend. The only variable: applying Phase I data from day one.

02 Annual Performance 2023–2026

YEAR	DOWNLOADS	EARNINGS	EARN/DL	TOP ASSET	PHASE
2023 Q2–Q4	423	\$276.57	\$0.65	Illustration Figure	PHASE I
2024	9,879	\$7,458.11	\$0.75	Rust Texture – \$45.79	PHASE I / PHASE II
2025	5,253	\$4,276.31	\$0.81	Bokeh Effect – \$54.22	PHASE II
2026 YTD	1,859	\$1,548.07	\$0.83 ↑	Red Gradient – \$23.88	PHASE II
Total	17,414	\$13,559	\$0.78 avg	Earn/DL: \$0.65 → \$0.83 (+28%)	

Earn/download climbs steadily: **\$0.65 (2023) → \$0.83 (2026)** – +28% over 3 years without changing the asset type or platform. Portfolio maturity is measurable.

03 Top 10 Assets by Downloads

ASSET	DOWNLOADS	DL EST. EARN
1 Deep Red / Crimson	142	~\$110
2 Gold + Light Bokeh	119	~\$93
3 Rust / Earthy Texture	114	~\$89
4 Gold Metallic Gradient	109	~\$85
5 Galaxy Background	103	~\$80
6 Deep Blue Gradient	101	~\$79
7 Teal Grunge Texture	85	~\$66
8 Light Gray Gradient	84	~\$65
9 Off-White Texture	83	~\$65
10 Vivid Green Texture	81	~\$63

04 Live Snapshot – 12-Week Window

Mar–Jun 2026 •Dashboard from 10 June 2026

PHASE I • 12 WEEKS		PHASE II • 12 WEEKS	
Downloads	205	Downloads	605
Earnings	\$156.47	Earnings	\$498.58
Earn/DL	\$0.76	Earn/DL	\$0.82

Combined: \$655 / 12 weeks. Phase I assets still generating passive income 2+ years after creation — proof of the evergreen model.

05 Automated Production Workflow

01 •Market Research	OUTPUT: TARGET CATEGORIES
Adobe Stock search trends, competitor gap analysis, high-demand / low-supply identification.	
02 •AI Generation	50–200 ASSETS/SESSION
Batched prompt execution across tools. Seed-locked for colour variant families.	
03 •Quality Check	0 REJECTIONS TARGET
Automated resolution/format validation. 100% Adobe Stock spec compliance before upload.	
04 •Metadata Pre-Processing	50 KEYWORDS/ASSET
CSV/JSON batch file: filename, title, 50 keywords (3-tier), category, content type — generated offline.	
05 •Batch Upload via Selenium	50 ASSETS IN <12 MIN
Pipeline ingests CSV, injects metadata field-by-field, submits. Zero manual interaction per asset.	
06 •Performance Review	WEEKLY LOOP
Signal detection → batch reallocation → prompt update → next cycle.	

06 Technical Deep Dive: Tools, Code & Automation

AI Generation Tools

TOOL	BEST FOR	ROLE IN PIPELINE
Midjourney	Textures, atmospheric BGs	Primary Phase I tool; high aesthetic quality, --ar 16:9
DALL-E 3	Clean gradients, solids	Reliable batch consistency; minimal prompt drift
Stable Diffusion	Grunge, distressed	Local runs; full resolution and seed control
Adobe Firefly	Editorial-safe assets	Native Stock compatibility; used selectively
Leonardo.ai	Stylised BGs	API batch generation; best cost/volume ratio

Prompt Engineering Framework

Every prompt followed a fixed versioned template, A/B tested against download rate:

[Subject] + [Style/Aesthetic] + [Mood/Lighting] + [Technical Spec] + [Negative Prompt]

Example – Rust Texture (114 downloads, ~\$89):

aged rust metal surface, dark reddish-brown, oxidized steel, grungy, high detail, seamless, photorealistic, 4K, --ar 16:9 --no text watermark logo people

Key principles applied:

- **Style anchors** – specific aesthetic terms that pull model output toward commercial stock aesthetics.
- **Negative prompts** – explicit exclusion of text, watermarks, faces, brand logos (Adobe Stock rejection triggers).
- **Seed locking** – one proven prompt generates 10–20 colour variants; all share the same composition structure.
- **A/B testing** – two prompt variants per batch; top performer by download rate becomes next template.

Upload Automation – Selenium + PyAutoGUI

Adobe Stock has no contributor bulk upload API. The solution: browser automation driving the web UI programmatically via DOM interaction and coordinate-based scripting as fallback.

UPLOAD PIPELINE – ADOBE_UPLOAD.PY

```
1 import csv, time, random, json
2 import pyautogui
3 from selenium import webdriver
```

```

4 from selenium.webdriver.common.by import By
5 from selenium.webdriver.support.ui import WebDriverWait, Select
6 from selenium.webdriver.support import expected_conditions as EC
7
8 UPLOAD_URL = "https://contributor.stock.adobe.com/en/upload"
9 COORDS     = json.load(open("config.json")) # pre-mapped UI coordinates
10
11 def upload_batch(csv_path: str) -> None:
12     driver = webdriver.Chrome()
13     driver.get(UPLOAD_URL)
14     wait = WebDriverWait(driver, 30)
15
16     with open(csv_path, newline="", encoding="utf-8") as f:
17         for row in csv.DictReader(f):
18
19             # Step 1 --- inject file path (bypasses OS dialog entirely)
20             file_input = wait.until(
21                 EC.presence_of_element_located((By.XPATH, "//input[@type='file']"))
22             )
23             file_input.send_keys(row["filepath"])
24
25             # Step 2 --- wait for upload progress to reach 100%
26             wait.until(EC.presence_of_element_located(
27                 (By.CSS_SELECTOR, ".upload-complete-indicator")
28             ))
29
30             # Step 3 --- inject metadata via DOM
31             driver.find_element(By.ID, "title").clear()
32             driver.find_element(By.ID, "title").send_keys(row["title"])
33             driver.find_element(By.ID, "keywords").send_keys(row["keywords"])
34             Select(driver.find_element(By.ID, "category")) \
35                 .select_by_visible_text(row["category"])
36
37             # Step 4 --- coordinate fallback for canvas-rendered elements
38             if not _try_submit_via_dom(driver):
39                 pyautogui.moveTo(COORDS["submit_x"], COORDS["submit_y"],
40                                 duration=0.3)
41                 pyautogui.click()
42
43             # Step 5 --- rate limiting: randomised human-like delay
44             time.sleep(random.uniform(0.8, 2.4))
45
46 def _try_submit_via_dom(driver) -> bool:
47     try:
48         driver.find_element(By.ID, "submit-btn").click()
49         return True
50     except Exception:
51         return False # fall through to pyautogui coordinate click
52
53 if __name__ == "__main__":
54     upload_batch("batch_2026_06.csv")
55     # Result: 50 assets processed in ~10 minutes, unattended

```

Metadata Pre-Processing Pipeline

All metadata generated offline and stored in structured CSV before any upload run:

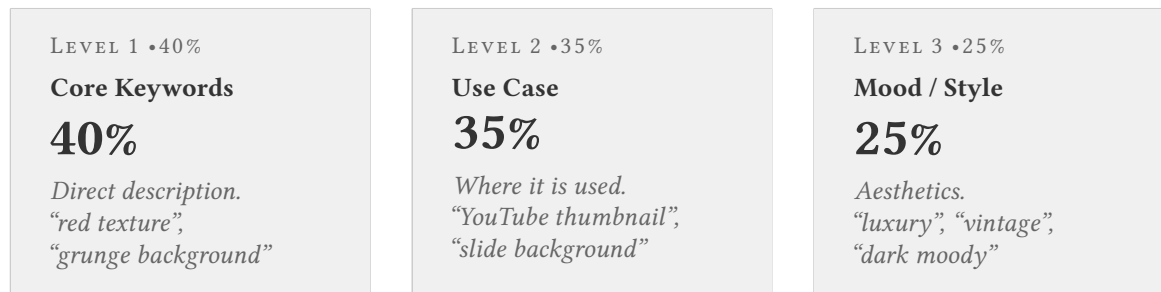
FIELD	SOURCE	NOTES
filename	Auto	Matched to local file path
title	Template	Category + variant descriptor, max 70 chars
keywords	Research	50 terms, comma-separated, tier-weighted
category	Lookup table	Adobe Stock category ID mapped from name
content_type	Fixed	“Illustration” for all AI-generated assets

Feedback Loop – Signal to Action

SIGNAL (WEEKLY REVIEW)	ACTION
High-download asset	Extract prompt → generate 10–20 colour/style variants
Zero downloads after 4 weeks	Audit keywords → retitle → resubmit
Category trending up	Shift next batch allocation toward it
Earn/DL ratio drops	Reduce broad keywords; increase use-case tier
New AI tool released	Test 20-asset sample → compare quality vs current tools
UI change detected	Remap coordinates in config.json → resume pipeline

07 SEO & Metadata Optimization

Three-Tier Keyword Strategy



Phase II keyword workflow achieves ~14% **higher earn/download** vs Phase I. Discoverability is engineering, not luck.

08 Category Performance

CATEGORY	DEMAND	COMPETITION	EARN/DL	STRATEGY
Solid Color Textures	Very High	High	\$0.70–0.90	Volume – colour variants
Metallic Gradients	High	Medium	\$0.80–1.10	Quality – premium
Grunge / Distressed	High	Medium	\$0.75–0.95	Variety – textures
Bokeh / Light FX	Medium	Low	\$0.90–1.20	Niche premium
Sky / Cloud / Nebula	Medium	High	\$0.65–0.85	Differentiation
Figures / Statues	Low	Low	\$0.75–1.00	Niche targeted

09 Asset Lifecycle

PHASE	TIMELINE	DESCRIPTION
Indexing	0–4 wks	Zero downloads. Platform evaluates metadata and relevance.
Warm-up	4–8 wks	First downloads. CTR and conversion assessed for ranking.
Active Phase	2–12 mths	Peak downloads. Majority of lifetime earnings generated here.
Steady State	12+ mths	Consistent lower volume. Low maintenance, passive returns.
Long Tail	2–3+ yrs	Evergreen assets generate indefinitely. Core value proposition.

Rust texture from Q1 2024 still downloads in 2026. Structural advantage of a search engine over social media.

10 Retrospective

TOPIC	WHAT HAPPENED	WHAT I'D CHANGE
Keywording	Generic keywords Phase I	Three-tier strategy from day one
Category Focus	Scattered – statues, interiors	Textures & gradients immediately
Upload Batching	Sporadic, no system	Weekly batches 30–50 from day one
Portfolio Balance	Internal cannibalism	80/20: proven vs experimental
Automation Timing	Selenium built after months	Build pipeline before first upload

11 5 Core Lessons

1. Evergreen Beats Trending

STRUCTURAL ADVANTAGE

Textures from 2023 download in 2026. Adobe Stock is a search engine – timelessness is rewarded.

2. Keywording = Discovery

SEO

Without correct keywords, excellent assets stay invisible. There is no other path to the buyer.

3. Volume Builds a Passive Flywheel

SCALE

After ~50K assets, earnings arrive without active work. Scale is a prerequisite, not optional.

4. Earn/Download Rises with Maturity

EFFICIENCY

\$0.65 (2023) → \$0.83 (2026): +28%. The portfolio compounds efficiency over time.

5. Automate Everything That Repeats

LEVERAGE

The upload pipeline saved hundreds of hours. That time went into research and generation instead.

Three years, 190K assets, **\$13,550+** – **zero ad spend**.

What appears to be content creation is a complete **data-driven business system**: market research, automated production, SEO engineering, performance tracking, and iterative improvement. Every decision was based on data.

It was not luck.

Spilios Dimakopoulos • Adobe Stock Strategy Report • 2023–2026

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